

Posting Date: June 6, 2013

# Request for Proposals Notification

**Local Public Agency Name:** City of Indianapolis, Department of Public Works

**Title:** Knozone public education and outreach

**Response Due Date & Time:** July 10, 2012 at 5:00 pm

This Request for Proposals (RFP) is official notification of needed professional services. This RFP is being issued to solicit a letter of Interest (LOI) and other documents from firms qualified to perform engineering work on federal aid projects. A submittal does not guarantee the firm will be contracted to perform any services but only serves notice the firm desires to be considered.

**Contact for Questions:** Andy Lutz, P.E./ Chief Engineer  
City of Indianapolis, DPW, 1200 Madison Ave., Suite 200  
Indianapolis, IN 46225  
317-327-4891  
Andy.Lutz@indy.gov

**Submittal requirements:**

1. Letter of Interest – 5 Copies (required content and instructions follow)
2. One (1) signed Affirmative Action Certification and associated required documents for all items if the DBE goal is greater than 0%.

**Submit To:** Andy Lutz, P.E./Chief Engineer  
City of Indianapolis, DPW, 1200 Madison Ave., Suite 200  
Indianapolis, IN 46225  
317-327-4891  
Andy.Lutz@indy.gov

**Selection Procedures:**

Consultants will be selected for work further described herein, based on the evaluation of the Letter of Interest (LOI) and other required documents. The Consultant Selection Rating Form used to evaluate and score the submittals is included for your reference. Final selection ranking will be determined by:

- ☒ The weighted score totals with the highest score being the top ranked firm
- ☐ Rank totals with the lowest rank total being the top ranked firm

**Requirements for Letters of Interest (LOI)****A. General instructions for preparing and submitting a Letter of Interest (LOI).**

1. Provide the information, as stated in Item B below, in the same order listed and signed by an officer of the firm. Signed and scanned documents, or electronically applied signatures are acceptable. Do not send additional forms, resumes, brochures, or other material unless otherwise noted in the item description.
2. LOI's shall be limited to twelve (12) 8 ½" x 11" pages that include Identification, Qualifications, Key Staff, and Project Approach.
3. LOI's must be received no later than the "Response Due Date and Time"; as shown in the RFP header above. Responses received after this deadline will not be considered. Submittals must include all required attachments to be considered for selection.

**B. Letter of Interest Content****1. Identification, Qualifications and Key Staff**

- a. Provide the firm name, address of the responsible office from which the work will be performed and the name and email address of the contact person authorized to negotiate for the associated work.
- b. List all proposed sub consultants, their DBE status, and the percentage of work to be performed by the prime consultant and each sub consultant. (See Affirmative Action Certification requirements below.) A listing of certified DBE's eligible to be considered for selection as prime consultants or sub-consultants for this RFP can be found at the "Prequalified Consultants" link on the Indiana Department of Transportation (INDOT) Consultants Webpage. (<http://www.in.gov/indot/2732.htm> ).
- c. List the Project Manager and other key staff members, including key sub consultant staff, and the percent of time the project manager will be committed for the contract, if selected. Include project engineers for important disciplines and staff members responsible for the work. Address the experience of the key staff members on similar projects and the staff

qualifications relative to the required item qualifications.

- d. Describe the capacity of consultant staff and their ability to perform the work in a timely manner relative to present workload.

## 2. Project Approach

- a. Provide a description of your project approach relative to the advertised services. For project specific items confirm the firm has visited the project site. For all items address your firm's technical understanding of the project or services, cost containment practices, innovative ideas and any other relevant information concerning your firm's qualifications for the project.

### **Requirements for Affirmative Action Certification**

A completed Affirmative Action Certification form is required for all items that identify a DBE goal greater than 0%. The consultant must identify the DBE firms with which it intends to subcontract, include the contract participation percentage of each DBE and list what the DBE will be subcontracted to perform on the Affirmative Action Certification Form. **Copies of DBE certifications, as issued by INDOT, for each firm listed are to be included as additional pages after the form.**

If the consultant does not meet the DBE goal, they must provide evidence of a good faith effort to achieve the DBE goal; said evidence must be provided in additional documentation. Please review the DBE program based on set goals and complete the DBE Affirmative Action Certification form as applicable. What constitutes as a good faith effort is explained in detail within the DBE program information referred to above. If no goal is set, no Affirmative Action Certification form is required. Indiana Department of Transportation's (INDOT) DBE Program Information is available at the Indiana Department of Transportation's website.

A listing of certified DBE's eligible to be considered for selection as prime consultants or sub-consultants for this RFP can be found at the "Prequalified Consultants" link on the Indiana Department of Transportation (INDOT) Consultants Webpage. (<http://www.in.gov/indot/2732.htm> ).

**DBE subcontracting goals apply to all prime submitting consultants, regardless of the prime's status of DBE.**

## **Work item details:**

Local Public Agency: City of Indianapolis Department of Public Works

Project Location: City of Indianapolis

Project Description: Manage the Knozone public education and outreach program.

Managing the Knozone Air Quality Action Day Program requires a professional service consultant that can project manage the various components of the program and subcontract with experts in qualified fields for completion of all required elements. These components consist of equipment maintenance, website management, media buys/advertising, conducting and reporting the results of research awareness surveys and are addressed more specifically below. For interested vendors the following section is intended to provide background information and considerations for managing the Knozone Program. The selected vendor should expect to use subcontractors to satisfy the required elements. The selected vendor will provide an annual plan to the City for approval and coordinate the subcontractors to provide a cohesive execution of the approved annual plan.

### **Knozone Program Background**

The City of Indianapolis first implemented an ozone awareness program in 1996, as a means to reduce the city's instances of exceeding the U.S. Environmental Protection Agency's (U.S. EPA) National Ambient Air Quality Standards (NAAQS) for ozone. Dubbed "Knozone", the program was designed to be a public education program to inform Indianapolis residents about ozone pollution issues. At the time of its inception, most local residents were not aware that central Indiana had a problem with ground-level ozone pollution or anything about the pollutant. Since the inception of the Knozone program, fine particulate pollution was also added to the education and awareness campaign.

Through research conducted over the past 10 years we have measured Knozone recognition rates of 60 to 80%. In a recent survey just under half of those who are aware of the Knozone program said they take action on a Knozone Air Quality Action Day (KAQAD). With a media area of over one million the potential emission reductions on a KAQAD can be significant.

Currently, the Knozone program operates an air quality reporting system which provides the air quality forecast, the current Air Quality Index, projected air quality and action steps via website and air quality phone line. The system utilizes data loggers throughout central Indiana that feed air quality data to the City website and phone line via wireless modems. This system requires updates including, hardware, software, and modem connectivity.

In addition to the Knozone outreach to the public, through the central Indiana Clean Air Partnership (CICAP), Knozone reaches out to businesses and organizations. CICAP promotes participation through commitments to educate staff, volunteers, and customers and encourages Knozone action steps that reduce air emissions. A selected vendor will expand the reach and scope of the CICAP program by suggesting growth opportunities, increasing the number of partners, automating the partnership process, calculating emission reductions associated with commitments, and providing recognition for the partners.

Finally, the selected vendor will be able to provide qualifications associated with media relations, ability to evaluate cost and appropriateness of media packages associated with Knozone, perform negotiations for written and broadcast media contracts, plan and develop a year round education and outreach program including website, air quality phone-line, media contracts, events, budget, and year-end report.

### **Knozone project management**

**Summary:** The selected vendor should expect to include subcontractors to satisfy all of the required elements. The selected vendor should also provide an annual plan for managing the Knozone program and coordinate implementation of that plan.

#### **Required elements**

- Develop an annual plan and gain City approval.
- Submit accurate and complete invoices in a preapproved format.
- Express knowledge of Federal grant management through compliance with eligible expenditures and approvable monthly invoices.
- Providing and maintain monthly purchasing and vendor invoices and current budget status reports with hourly billing details.
- Provide a year-end report and presentation as directed.

### **Knozone research and reporting systems**

**Summary:** Selected vendor should possess the skills to provide successful operation of the air quality equipment and reporting system. Selected vendor should possess the skills to improve automation of data collection and CICAP membership. It is necessary that the City retains reliable air quality readings on an hourly basis. The system must continue to communicate with the City website and telephone system providing an accurate user friendly interface especially for sensitive groups which includes children and the elderly.

#### **Required elements**

- Provide City approved program research results.
- Operate and enhance an air quality reporting system.
- Insure hourly air quality data from all sites with City loggers reporting to the City website.
- Update the air quality website reporting and telephone line including installation of a new voice card and telephone recording.
- Interact with multiple agencies including City departments, IDEM, software vendors and wireless providers to gain successful operation of the equipment.
- Increase awareness of City air quality index and data systems.
- Increase website user friendliness and value of data offered.
- Upgrade the automated CICAP registration process to include partner and commitment reports.
- Provide calculated emission reductions associated with CICAP commitments.

### **Knozone RFP public education and outreach elements**

**Summary:** The selected vendor must be able to create traditional and new media marketing campaigns targeted and place them during the summer months to an adult target audience in the central Indiana region. The vendor is also expected to participate in monthly committee meetings and work with the program manager on strategic planning and budgeting as well as general communication and interaction (especially during ozone season, which runs from May through September).

### **Required elements**

- Marketing and advertising program consisting of television, new media, radio, outdoor
- **Television** campaign must achieve a reach and frequency for the cable television advertising components of the campaign of 90 percent of the Indianapolis metropolitan Cable Designated Market Area population, in the age range of 25-54, an average of four times, and 87 percent of the Designated Market Area at least five times for broadcast components of the campaign.
- **Radio** campaign will consist of :15 or :30 ads designed to promote behavior change, promote the Knozone website and alert citizens to Knozone Action Days. Spots must air M-F 6a-7p and reach a determined number of potential listeners an average of four times each week. Spot buys must be placed based on average quarter hour and weekly cumulative audience performance of each potential station.
- **New Media** campaign should consist of the indy.gov/knozone website
- **Outdoor** campaign to focus on discretionary tips and consumer action messages and include website address. Campaign must achieve a minimum combined DEC (daily effective count) of 300,000.
- Develop a speakers bureau for a public engagement campaign
- Expand reach and scope of the Central Indiana Clean Air Partnership; including developing an incentive program for current partners and an outreach campaign to attract at least 20 new member businesses
- Messaging should be direct, action oriented; designed to promote behavior change
- Public education materials (in limited quantity) include items such as step counters, reusable grocery bags, air pressure gauges, pens and magnets featuring the website URL that are designed to be given out to the public whenever appropriate
- Public outreach and engagement, including speaking engagements or formal presentations or appearances at a minimum of ten civic events
- Organize and promote Knozone kickoff media event during Clean Air Awareness Week

### **Submitting Requirements**

- A cover letter
- Examples of previous work and experience
- Company history
- Identification of key personnel
- A list of services and rates
- Other information relevant to conveying the agency's strengths and significance to this program

### **Selection Criteria**

- Identification and understanding of the Association's requirements for this program.
- Firm's experience on projects of this magnitude and complexity.

- Firm's experience with specific issues related to this program.
- Experience and qualifications of key personnel assigned to this program.
- An indication that the firm has the capability to meet the scope of work defined in this proposal.
- Costs, rates and estimates.

\*Please note that additional criteria beyond this list may be considered

INDOT Des #: 1006023

Phases Included: The Knozone public education and outreach program is not a phased program. Each year may or may not be similar with respect to website, equipment, or media outcomes. Each year however, will include the components of equipment maintenance, website management, media buys/advertising, conducting and reporting the results of research awareness surveys.

Estimated Contract Amount: \$ 400,000 annually

Funding: 100% Federal (CMAQ)

Term of Contract: no longer than two years with the option to renew one time

DBE goal: 3%

Required Prequalification Categories: **No prequalification is required.**

- |  |  |
|--|--|
| <input type="checkbox"/> 5.2 Environmental Document Preparation - CE | <input type="checkbox"/> 12.1 Project Management for Aquisition Services |
| <input type="checkbox"/> 6.1 Topographical Survey Data Collection    | <input type="checkbox"/> 12.2 Title Search                               |
| <input type="checkbox"/> 8.1 Non-Complex Roadway Design              | <input type="checkbox"/> 12.4 Appraisal                                  |
| <input type="checkbox"/> 9.1 Level 1 Bridge Design                   | <input type="checkbox"/> 12.5 Appraisal Review                           |
| <input type="checkbox"/> 11.1 Right of Way Plan Development          | <input type="checkbox"/> 13.1 Construction Inspection                    |
| <input type="checkbox"/> Additional Categories Listed Below:         |  |

\*\*Specialty not listed

## LPA Consultant Selection Rating Sheet

Sample:

<b>Selection Rating for RFP _____, Des No. _____,</b>					
<b>Consultant Name: _____ Services Description: _____</b>					
<b>Evaluation Criteria to be Rated by Scorers</b>					
<b>Category</b>	<b>Scoring Criteria</b>	<b>Scale</b>	<b>Score</b>	<b>Weight</b>	<b>Weighted Score</b>
<b>Capacity of Team to do Work</b>	<b>Evaluation of the team's personnel and equipment to perform the project on time.</b>			20	0
	Availability of more than adequate capacity that results in <b>added value</b> to INDOT.	1			
	Adequate capacity to meet the schedule.	0			
	Insufficient available capacity to meet the schedule.	-3			
<b>Team's Demonstrated Qualifications</b>	<b>Technical expertise related operation of an air quality reporting system: Unique Resources that yield a relevant added value or efficiency to the deliverable.</b>			10	0
	Demonstrated outstanding expertise and resources identified for req'd services for value added benefit.	2			
	Demonstrated high level of expertise and resources identified for req'd services for value added benefit.	1			
	Expertise and resources at appropriate level.	0			
	Insufficient expertise and/or resources.	-3			
	<b>Media outreach expertise: Unique Resources that yield a relevant added value or efficiency to the deliverable.</b>			10	0
	Demonstrated outstanding expertise and resources identified for req'd services for value added benefit.	2			
	Demonstrated high level of expertise and resources identified for req'd services for value added benefit.	1			
	Expertise and resources at appropriate level.	0			
	Insufficient expertise and/or resources.	-3			
<b>Project Manager</b>	<b>Predicted ability to manage the project, based on: experience in size, complexity, type, subs, documentation skills.</b>			10	0
	Demonstrated outstanding experience in similar type and complexity.	2			
	Demonstrated high level of experience in similar type and complexity.	1			
	Experience in similar type and complexity shown in resume'.	0			
	Experience in different type or lower complexity.	-1			
	Insufficient experience.	-3			
<b>Approach to Project</b>	<b>Project Understanding and Innovation that gives INDOT cost and/or time savings.</b>			15	0
	High level of understanding and viable innovative ideas	2			



	proposed.				
	High level of understanding of the project.	1			
	Basic understanding of the project.	0			
	Lack of project understanding.	-3			
<b>Optimizing the Use of Available Funds</b>	<b>Team's ability to deliver the project for the lowest EFFECTIVE cost while satisfying requirements.</b>			10	0
	The proposed cost appears to be very reasonable to satisfy the scope requirements.	2			
	The proposed cost appears to be reasonable to satisfy the scope requirements.	1			
	The proposed cost appears to be within negotiable range of the estimated cost.	0			
	The proposed cost or approach is unacceptable.	-1			
			<b>Weighted Sub-Total</b>	0	
It is the responsibility of scorers to make every effort to identify the firm most capable of producing the highest quality deliverables in a timely and cost effective manner without regard to personal preference.					
I certify that I do not have any conflicts of interest associated with this consultant as defined in 49CFR18.36.					
I have thoroughly reviewed the letter of interest for this consultant and certify that the above scores represent my best judgment of this firm's abilities.					
The scores assigned above represent my best judgement of the consultant's abilities for the rating categories.					
		Signed:			
		Printed Name			
		Title:			
		Date:			

(Rev. 03-29-10)

Project \_\_\_\_\_

**AFFIRMATIVE ACTION CERTIFICATION FOR DBE**

I hereby certify that my company intends to affirmatively seek out and consider Disadvantaged Business Enterprises (DBEs) certified in the State of Indiana to participate as part of this proposal. I acknowledge that this certification is to be made an integral part of this proposal. I understand and agree that the submission of a blank certification may cause the proposal to be rejected. I certify that I have consulted the following DBE website to confirm that the firms listed below are currently certified DBEs:

[https://financial.gmis.in.gov/psc/guest/EMPLOYEE/ERP/c/SOI\\_APPS\\_MWBE.SOI\\_DBE\\_CERT.GBL?&](https://financial.gmis.in.gov/psc/guest/EMPLOYEE/ERP/c/SOI_APPS_MWBE.SOI_DBE_CERT.GBL?&)

I certify that I have contacted the certified DBEs listed below, and if my company becomes the CONSULTANT, these DBEs have tentatively agreed to perform the services as indicated.

I understand that neither my company nor I will be penalized for DBE utilization that exceeds the goal. After contract award, any change to the firms listed in this Affirmative Action Certification to be applied toward the DBE goal must have prior approval by INDOT's Economic Opportunity Division.

**SUBCONSULTANTS****DBE SUBCONSULTANTS TO BE APPLIED TOWARD GOAL**

Certified DBE Name	Service Planned	Estimated percentage to be paid to DBE*

**DBE SUBCONSULTANTS TO BE USED BEYOND GOAL**

Certified DBE Name	Service Planned	Estimated percentage to be paid to DBE*

Estimated Total Percentage Credited toward DBE Goal: \_\_\_\_\_

Estimated Percentage of Voluntary DBE Work Anticipated over DBE Goal: \_\_\_\_\_

Name of Company: \_\_\_\_\_

By: \_\_\_\_\_ Date: \_\_\_\_\_

\*It is understood that these individual firm percentages and dollar amounts are estimates only and that amounts paid may be greater or less as a result of negotiation of the contract scope of work. My firm will use good faith efforts to meet the overall DBE goal through the use of these or other certified and approved DBE firms.